

THE COCONINO SUN

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Growers Association
Official Paper Coconino Farm Bureau



Good-bye, 1919. Hello, 1920.

Did Santa Claus scare your goat out of the yard New Year's eve?

Well, let's forget the things we didn't like about last year and start over.

Tear off the old leaf and write it 1920, and feel that you are nineteen and twenty.

It begins to look as though some one had been monkeying with the law of supply and demand.

Mildewed Mildred says she thinks it is foolish to save now when wages are so high and money so inexpensive.

Mildewed Mildred says she thinks the prophecy that the world was coming to an end December 17th, was greatly exaggerated.

It was the night before Christmas, and all was still as a mouse—but the U. S. marshal found it on account of the moonshine.

Attorney General Palmer says the raise in living costs have halted. Hope they mark time until they can be given "as you were."

President Wilson has told the railroad people to take their old railroads back after March 1st. Seems as though he should have made the date April 1st.

There won't be as much swearing this year as there was last year. There will be no use swearing off when Uncle Sam has already done it for you.

U. S. Marshal Joe Dillon says his office is picking up on an average of one "moonshine" still per day. That should be sufficient to keep him in good spirits.

Former Ambassador Girard has kindly consented not to get in Wilson's way if he wants to run for the presidency again. Kind as the fly on the ox's horn.

Professor Garfield suddenly realized that one professor on the administration faculty was entirely sufficient, so when they marked his papers "minus" he dug out.

Scientists claim that the world will commence to grow cold twelve million years from now. Anyhow this is something for Phoenix and Yuma to look forward to next summer.

"Legionaries" never did sound very good when members of the American Legion are spoken of. We would suggest "Am Legs"—for they were some legs. They were "legs" for U. S. all.

We don't care how much money is spent in deporting this year. It will be cheap at that. Also it will be mainly taxed against the financial bolsheviks who caused most of the breed to grow.

Colonel William Jennings Bryan has come into his own. At last 16 dollars will buy 1 dollar's worth of food. Aside from that there are sixteen people to one who fail to appreciate the great democratic privilege.

When the railroads are turned back to owners the U. S. will have lost close to \$700,000,000 in trying to run them. The people will have lost a much greater sum by reason of higher rates, luxury taxes and lack of service.

"The strong boxes of the wise hold the suckers bonds," sagely says the Phoenix Messenger. It is true, but it was ever thus. Too many people want theirs right now and others would rather take a fifty to one shot than play safe.

President Wilson should be thankful that Franklin K. Lane did not resign until after Thanksgiving day. While Franklin is no long, Jean Lane, he was secretary of the interior—and all old hands say that the "interior" is what the boys fight on.

Newspapers are always being accused of "writing up" or "writing down" things—The Sun's sole ambition is to "write about" things just as near as possible as they happen. The only things that we like to happen is happy things. News is plucked on the wing, as it were, but many tail-feathers get mixed in.

There were several hundred deaths reported throughout the United States Christmas week all caused by people who endeavored to induce good cheer by selling wood alcohol as a beverage. The condition of mind of some people can better be illustrated by a conversation R. F. Rhinehart, of the forest service, had with a Swede lumberjack friend on Christmas day. The Swede exhibited a pint of some sort of compound that had a ferocious smell. Rhinehart remarked: "If you drink that stuff it will kill you."

The Swede thought a moment, then said resignedly: "Vel, it bane der best vat Ay could git."

HUMANS AS HUMAN IS—

Governor Shoup is calling a convention of governors for the states of Colorado, New Mexico, Arizona, Wyoming, Utah and Idaho for January 10th, to formulate action by these states to secure from the United States all public lands within these states to the state. East of the Mississippi all public lands were used up, as it were by the men who made them valuable. When it came to the handling of the lands in the west, those who had made the best personal use of the lands dealt out by the very liberal government at that time, wanted the western lands kept out of the hands of the pioneer, for fear he might use them as he had used lands many times more valuable back east. When the eastern pioneer had used up "all his" he was strong to conserve the west and make it pay dividends on his taxes back east.

While land policies in some of the states which received lands, are not such as would make the average homesteader feel safe, the lands in the hands of the state politician, would bring things closer to home. While all the land laws may read all right, and sound all right; what'll good are they when they won't work all right unless you are on the inside? This last question is one of the "bolshewiki" questions that we can't find an answer for.

JUST LIKE THAT

During March the Curtis Publishing Company rejected \$4,000,000 worth of advertising because of lack of space. In February \$800,000 worth of advertising could not be accepted. This is but a proof of the prosperity that is dawning for the United States.—Western Advertiser.

During the past year The Sun has not rejected nearly half of \$4,000,000 worth of advertising, and may not do so during the coming year, but a few million one way or the other has mighty little significance, so long as we keep out of debt.

Herein demonstrated, however, is a hunch that it pays to advertise.

TEN COMMANDMENTS OF ADVERTISING

- Be human.
- Be interesting.
- Be easy to understand.
- Be easy to read.
- Be humorous, when you can.
- Be unusual.
- Be unexpected.
- Be tempting.
- Be subtle.
- Be positive.

—London Advertising Weekly.

MULLIGAN IS RIGHT

Europe needs red blood more than relief and shows symptoms of having been "spoiled" by America's lavish assistance, according to William J. Mulligan, chairman of the Knights of Columbus committee on war activities, who has just returned from abroad.

"The people of Europe are not as badly off as many would have Americans believe," he says. "While there are distressing conditions in places, one detects symptoms of spoiling through America's lavish assistance."

The Sun is willing to give subscribers the full benefit of all the print paper we bought before the last raise and take a chance with those who avail themselves of the opportunity by February 1st, for \$2.50 per year. We are not advertising that fact so much to secure renewals or new subscribers just now, but in order to be fair when the price is raised to \$3 on February 1st, 1920.

With the best government in the world and all the laws that can be concocted for the elimination of perspiration, the average individual will be compelled to do about so much work of some kind or other to make life a success. Passing laws will not change human nature and Old Mother Nature's laws must be complied with just the same.

Using a hundred pocketbooks instead of one is not going to fool the people into believing the five big packers have given up the idea of packing them as full, if not a little fuller, than they did the big one. They have come to realize that "deployed as skirmishers" they are less liable to be hit than they were when in mass formation.

News comes from El Paso that there is a move on foot to induce his noble whiskers, Carranza, to make Mexico completely wet, then turn sections of it over to all the U. S. wets who can pay for concessions. If Carranza would give them a vote in national elections on this basis, he would be a perpetual president.

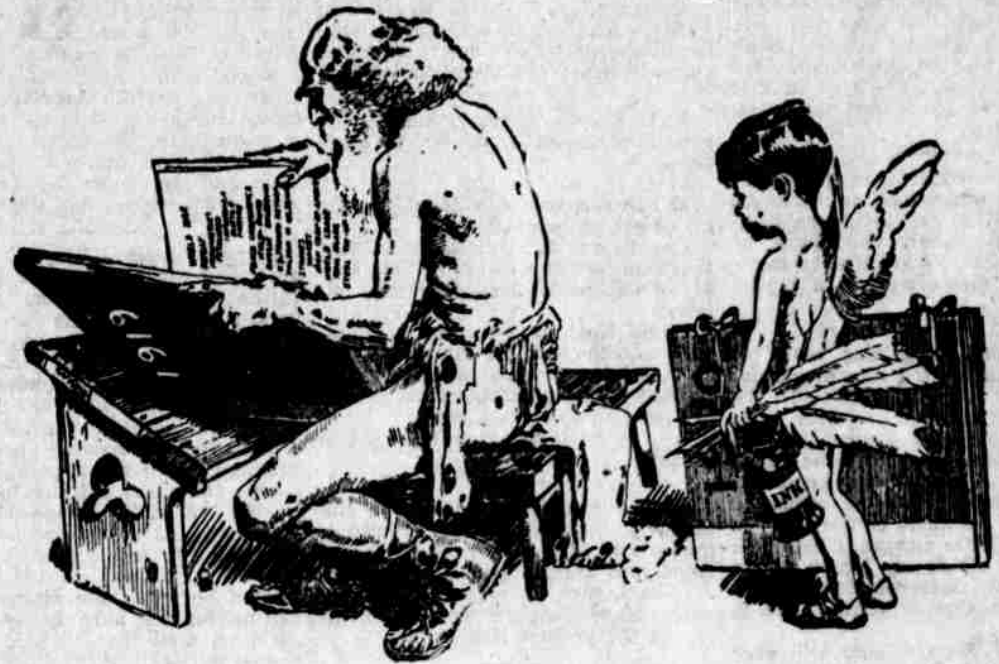
Nepotism—which means "never let a relative go without a fat job after you are elected to office," seems to be one of the favorite indoor sports with the state officers. They probably felt that when the people give 'em a job the people should take care of their families and relatives as well.

The United States seems bent on making Cuba some country. Back in '98 they sent a bunch of choice spirits called Rough Riders there and now the distillers have sent their choicest spirits there in shiploads. D'you know, that chunk of mud may become more than a cigar-stand yet?

(Colonel Rogers, of the Prescott Courier, please note)—President Wilson was 63 years of age on December 28th and Dr. Admiral Grayson says he was in good spirits. We wish Col. Rogers the same when he has a birthday.

Just suppose the "reds" who are being deported should take a notion to scuttle the ship to get even with the captain? It would be right in line with their teachings in America.

The government is going to make two cent pieces. Well, by adding several of them together one may be able to buy three cents' worth.



IN the passing of the old year and the advent of the New, we desire to express our appreciation of your friendship and extend our sincere wishes that time may touch you gently and give you full measure of happiness and prosperity.

THE CITIZENS BANK

MEMBER
FEDERAL RESERVE
SYSTEM

MEMBER
FEDERAL RESERVE
SYSTEM

Happy New Year



THE FIRST NATIONAL BANK
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Designated depository of the
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FEDERAL RESERVE
SYSTEM

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